



# Agro-Marketer Newsletter

**DECEMBER MONTH  
EDITION 2013**



## **GMC STAGES SENSATIONAL PINEAPPLE FESTIVAL**

The Guyana Marketing Corporation (GMC) continues to pave the way for the continued development of the local Agro-Processing Industry. This was evident with the staging of its Pineapple Festival outside the doors of its Guyana Shop. This event was the brainchild of the Ministry of Agriculture in collaboration with the Inter-American Institute for Cooperation on Agriculture (IICA) and sought to promote the diversity of this mouth watering fruit that's widely available right here in Guyana. Throughout this festival which attracted the attendance of hundreds of curious patrons, witnessed a celebration of Pineapple. Con't on Pg



GMC's Pineapple Festival staged to celebrate the diversity of this succulent fruit

## **GMC TAKES GUYANA SHOP TO RUPUNUNI - LETHEM**

The Guyana Marketing Corporation by way of its Guyana Shop participated in the recently concluded Rupununi Christmas Fair staged on the 21/12/2013. This fair was organized by the Kanuku Mountain Community Group and was held at the Lethem Market. Organizers of the fair intended to showcase traditionally preserved foods, therapeutic preparations and handicrafts. Food products as well as fresh fruits and vegetables were also on sale and display. The objective of the fair according to organizers was to establish new markets for participants particularly those who apply modern techniques to process indigenous foods and material. Some of these Groups included the Shulimab Women's Group, Rock View Community Group, etc. Con't on Pg.



Guyana Shop Booth at the Rupununi Christmas Fair—Lethem 2013

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## **About this Newsletter**

This newsletter is a bimonthly bulletin of the Guyana Marketing Corporation. It provides information and market intelligence in non-traditional agricultural produce for the local and export markets. The newsletter is aimed at strengthening the information base of our farmers, agribusinesses and other stakeholders.

**Increasing the Export of Non-Traditional Agriculture Produce**



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### GMC STAGES SENSATIONAL PINEAPPLE FESTIVAL



Mouth Watering Pineapple Foods available at the Pineapple Festival

There were cakes, juices, fudge, jams, jellies, wines, juice concentrates, syrups, pudding, pastries, salads, and finger foods, all made from pineapple. This festive event included participation by several members of the local Agro-processing and food and beverage industry including Adventure Manufacturing, Juice Power, Guyana School of Agriculture, Pandama Winery, Amazon Caribbean Guyana Ltd (AMCAR), Sterling Products, Carnige and many more.

Minister of Agriculture Dr. Leslie Ramsammy speaking at the festival reiterated his Ministry's push to diversify the country's Agriculture Sector. This according to the Minister will not only provide the Guyanese people with food security, but with nutrition security as well; enabling Guyana to feed the en-



Minister of Agriculture Dr. Leslie Ramsammy and IICA'S representative to Guyana Wilmot Garnett enjoying pineapple wine

tire Caribbean and once again become the breadbasket of the Caribbean Region. Minister Ramsammy went on to state that the Ministry of Agriculture through the GMC is working with local agro processors to improve the packaging, labels and general presentation of their products.



Several Students documenting technical information during GMC's Pineapple Festival

Also attending the Pineapple Festival was Mr. Wilmot Garnett; IICA'S representative to Guyana who insisted during a statement that his organization will remain committed to working with the Ministry of Agriculture to further develop and modernize the local Agriculture Sector. Mr. Garnett went on to add that over the years IICA has been focusing on agro processing and value added because the maximization of profit is important to the all stakeholders involved in this progressing Sector.

These monthly exhibitions at the Guyana Shop, of which the pineapple festival was the most recent in a long list, are not just to showcase all the different products, but to allow the Guyanese public to witness how the quality of local products are improving in terms of packaging and presentation.







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## GUYANA MARKETING CORPORATION'S AGRO-PACKAGING FACILITIES



These Agro-Packaging Facility are the only two approved packaging facilities for fruits and vegetables in Guyana. These Packaging Houses facilitate the processing of fresh fruits and vegetables before exportation



### LOCATION 1

Central Packaging Facility  
National Exhibition  
Complex,

### COST TO USE FACILITY

**\$- Guyanese Dollar**  
20ft Container-\$10,000.00  
40ft Container-\$13,500.00

### LOCATION 2

Parika Agro Packaging Facility  
Mora, Parika  
(Behind the Neighborhood De-



**OPERATIONS AT BOTH OF GUYANA MARKETING CORPORATION'S AGRO-PACKAGING FACILITIES**

For More Information contact The Guyana Marketing Corporation

Tel: (592) 226-8255 ; 227-1630, 225-5429, Fax: 227-4114



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### GMC TAKES GUYANA SHOP TO RUPUNUNI - LETHEM

Other participants came from surrounding areas including Annai from Northern Rupununi, Awarwanau in Southern Rupununi, Karasabai from South Pakaraimas, Parishara and Haiowa of Central Rupununi.

The Guyana Marketing Corporation upon request provided sponsorship for this event by printing a Digitally Printed Banner for the Kanuku Mountain Community Group. The Group now possesses a high quality banner that will showcase their group at future promotional events. The Group was also presented with Guyana Shop T-Shirts all compliments of GMC.

Moreover, several sample packaging materials including plastics, plastic Bags, pouches, fruit nets and seals were also distributed to



GMC's Marketing Officer presenting Senor Rep. from the Kaanuku Mountains Group with Promotional Banner



A section of the crowd at the Rupununi Christmas Fair—Lethem 2013

the Kaanuku Group. Agro processors who participated in the fair were able to view this alternative packaging medium for several of the products they presently manufacture including preserved foods and therapeutic preparations.

In an effort to showcase the diversity of locally manufactured products a value added presentation was erected that allowed patrons to purchase all that was available at the Guyana Shop booth. Products that were available for purchase included Jams, Jellies, Fruit Concentrates, Seasoning Sauces, Preserved Fruit Mix, Achar, Pepper Sauces, Pinacolada Mix, Pie Filling, Guava Cheese, Plantain

Flour, etc. Patrons had the opportunity to not only see but inspect local value added products that were not available in their respective locations.

This festive Fair has become a budding tradition, creating an ideal medium for showcasing local products, foods and other creative crafts. The Fair, which started as a Christmas Food Fair, is no longer limited to just food products. Due to the growing success of the fair it will now be an annual event and will continue to showcase handicrafts and hand-made jewellery as well as traditional medicines and cosmetics, along with agro processed food products.



Marketing Officer interacting with patrons during the Rupununi Christmas Fair—Lethem 2013





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### COLD CHAIN SERVICE

*Transportation and Storage of Fruits & Vegetables in a refrigerated environment is now easy with the Guyana Marketing Corporation's Cold Chain Service.*

Refrigerated cargo requires special handling to guarantee that it arrives at its destination in optimum condition. Fresh Fruits & Vegetables, chilled and frozen meats and seafood are typical examples of high perishable cargo that we store and transport in a refrigerated environment.

We offer this service to improve the Post Harvest Management of Non-Traditional Agricultural Produce.

Guyana Marketing Corporation acquired five (5) Refrigerated Forty Foot (40ft) Containers and (6) Refrigerated Trucks.

Cold Storage plays an important role in maintaining marketability by reducing the rate of which perishable produce deteriorates by decreasing the rate of biochemical changes in fresh foods; resulting in higher prices

*For safe and secure storage and transportation of your temperature-sensitive cargo. Contact the Guyana Marketing Corporation; increasing the export of Guyana's non-traditional Agricultural Produce.*





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### GMC STRENGTHEN CAPACITY WITH SUPPLY CHAIN MANAGEMENT WORKSHOP

The Guyana Marketing Corporation in a committed effort to fully build the capacity of its staff attended a Supply Chain Management Workshop staged by the International Trade Centre (ITC) in the cooperation agency of the United Nations Conference on Trade & Development (UNCTAD) and the World Trade Organization. The ITC introduced this Modular Learning System as an effective tool for quality training in Procurement & Supply Chain Management. This new business model is introduced in Guyana by EMPRETEC with specially trained lecturers/consultants recognized by the ITC, to conduct training in the relevant learning areas.

This interactive workshop was designed in such a unique way to introduce the concept of Supply Chain Management and the benefits of implementing this process concept. In the business environment today



Participants at the Supply Chain Management Workshop

management recognizes that the ultimate success of an organization depends on the ability of integrate the organization's network of business relationships in a mutually beneficial way. The management of this network of relationships is Supply Chain Management. Successful Supply Chain Management requires cross-functional integration within the firm and across the network of firms that form the supply chain of a product or service provided.

On completion of this informative workshop participants are now able to identify market opportunities within the local and foreign markets for growth prospects, find better suppliers from the same markets for improved opportunities, increase competitiveness and trade, better understand the changes customers want and how to respond to then and finally, enhance performance in the business market.

Participants exposed to this practical training module are now able to take full advantage of new opportunities, reduce total purchasing and supply cost and make optimum use of available resources.

They now possess the tools and techniques needed to develop innovative new approaches to supply chain management and for the company to excel in an environment of global competition.



Supply Chain Management Course Book





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**Ministry of Agriculture**  
through  
**Guyana Marketing Corporation's Guyana Shop**  
in collaboration with  
**Inter-American Institute for Cooperation on Agriculture**  
invites you to a  
***Pineapple Festival***  
On Friday, December 6, 2013 commencing 10:00hrs at the Guyana Shop  
87 Robb & Alexander Sts, Georgetown

Participants include:

- Pandama Retreat and Winery
- Adventure Manufacturing
- Amazon Caribbean
- Guyana School of Agriculture
- And others



**From the Management and Staff of the Guyana Marketing Corporation and  
its Guyana Shop**



Rejoice the spirit of  
Christmas with  
friends, family and colleagues.  
**Merry Christmas**


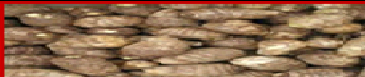

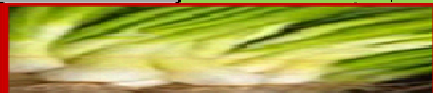


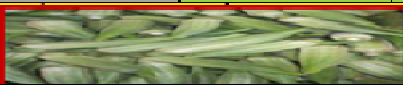
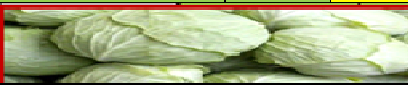



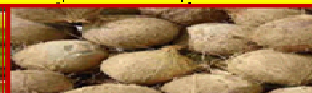


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### AVERAGE RETAIL PRICES OF PRODUCE FOR OCTOBER, NOVEMBER & DECEMBER 2013 AT THE MAIN URBAN MARKETS

ROOT CROP									
	UNIT	BOURDA RETAIL			STABROEK RETAIL				
		2013-10	2013-11	2013-12	2013-10	2013-11	2013-12		
CASSAVA	\$/KG	160.29	160.42	133.22	135.67	126.5	132		
EDDO	\$/KG	216.86	203.5	185.78	207.17	165	174.63		
PLANTAINS	\$/KG	245.14	269.5	310.44	231	253	292.88		
SWEET POTATO	\$/KG	183.86	187	212.67	159.5	159.5	184.25		
YAM	\$/KG	557.33	550	620.4	660	0	528		
GINGER	\$/KG	0	1320	1139.93	1650	0	1187.08		
CONDIMENTS & SPICES									
	UNIT	BOURDA RETAIL			STABROEK RETAIL				
		2013-10	2013-11	2013-12	2013-10	2013-11	2013-12		
CELERY	\$/KG	1210	990	1115.71	1155	726	1037.67		
ESCHALLOT	\$/KG	410.67	374	403.33	425.33	366.67	399.67		
PEPPER (HOT)	\$/KG	405.43	689.33	578.11	385	621.5	690.25		
PEPPER (SWEET)	\$/KG	1162.86	885.5	957	1210	880	927.14		
PEPPER (WIRI WIRI)	\$/PT	248.57	286.67	277.92	216.67	260	311.67		
VEGETABLES									
	UNIT	BOURDA RETAIL			STABROEK RETAIL				
		2013-10	2013-11	2013-12	2013-10	2013-11	2013-12		
BORA	\$/BDLS	134.5	45.38	44.07	39.33	45	163.25		
BOULANGER (LG)	\$/PCL	0	200	400	208.33	155.33	158.17		
CABBAGE	\$/KG	540.57	445.5	400.07	630.67	405.78	398.75		
CALALOO	\$/BDLS	50.71	52.13	54.44	47	52	50.5		
CORILLA	\$/KG	377.14	474.83	386.22	355.67	513.33	376.75		
CUCUMBER	\$/EAC	40.69	30.25	24.94	42.58	34.44	26.25		
OCHRO	\$/KG	264	247.5	200.44	253	249.33	209		
PAK CHOI	\$/RT	60.07	48.25	54.44	61.6	56.44	54.5		
PUMPKIN	\$/KG	142.21	173.25	174.57	146.67	165	163.63		
SQUASH (MED)	\$/EAC	210	210	123.33	205.33	185	150		
TOMATOES	\$/KG	758.48	513.33	416.17	765.11	537.78	360.38		
FRUITS									
	UNIT	BOURDA RETAIL			STABROEK RETAIL				
		2013-10	2013-11	2013-12	2013-10	2013-11	2013-12		
LIME (ROUND)	\$/EAC	28.79	32	34.83	25.5	27.75	27.17		
ORANGES	\$/EAC	40.81	38.25	38.72	35.56	36.5	36.19		
PAPAW	\$/EAC	408.33	362.5	377.41	370	350	356.25		
PINEAPPLES	\$/EAC	342.86	313.33	310.71	306.11	280	287.5		
TANGERINE	\$/EAC	0	40	37.5	40	0	30		
WATERMELON	\$/KG	234.67	214.5	198	242	209	176		
COCONUT (DRY)	\$/EAC	56	58.33	53.65	54.44	57.5	55		
COCONUT (WATER)	\$/EAC	150	0	116.11	0	0	0		

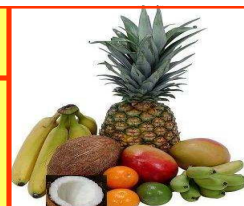




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# Guyana Marketing Corporation

## GUYANA SHOP



\*\*\*\* *Shelving the diverse variety of Guyana's Exquisite Agro-Processed Products* \*\*\*\*\*

# Guyana Shop

**87 Robb & Alexander Streets Lacytown, Georgetown**

Telephone Nos: 227-2006, 226-8255, 227-1630

E-mail: [info@newgmc.com](mailto:info@newgmc.com) Web Site: [www.newgmc.com](http://www.newgmc.com)





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## SCENES FROM 2013







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#### **CONTACT US FOR MORE INFORMATION**

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**592-226-9599**

**592-227-1630**

**592-225-7808**

**Email: [newgmc@networksgy.com](mailto:newgmc@networksgy.com)**

**Guyana Shop**

**Tel.592-227-2006**

**We're on the Web at**

**[www.newgmc.com](http://www.newgmc.com)**

**[www.agriculture.gov.gy](http://www.agriculture.gov.gy)**

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**Contributing Team:**

**Marketing Officers of Guyana Marketing Corporation**